

Edition: Edina



JANUARY 2023

Volume 10, Issue 1

CITY GOALS:



Strong Foundation



Reliable Service



Livable City



Better Together

Edina Innovation Lab Expanding to Help Businesses in Need

HRA Loan Will Cover Construction of New Space for Programs

BY DEBBIE TOWNSEND

The first class of small-business owners has graduated from the Edina Innovation Lab, learning finance, marketing, strategic thinking and more skills as they created customized business plans for success in today's marketplace.

The businesses are established, not start-ups, said Lori Syverson, President of the Edina Chamber of Commerce, which runs the lab and its B.I.G. program – Businesses who Innovate and Grow. “They're coming into the lab and saying, ‘We're ready to take our business to the next level.’”

The Chamber is taking the lab to the next level as well, moving into permanent office space this fall so it can expand services and help more businesses succeed. The Edina Innovation Lab, along with offices for the Chamber and Explore Edina, will move into part of the fifth floor of The E, the former Regis Corp. headquarters at 7201 Metro Blvd.

To support the program and small businesses, the Edina Housing & Redevelopment Authority (HRA) is loaning up to \$800,000 for construction.

“In both Vision Edina and the Comprehensive Plan, we talk about the need to support small businesses through coworking spaces, an incubator or accelerator, but we didn't know exactly what that would be,” said Economic Development Manager Bill Neuendorf. “We've been working on it for years, and the Chamber better defined what was needed, and took the steps to make it happen.”

The loan helps launch the lab, but doesn't commit the City to operational costs or added staffing. Instead, the terms are



The Edina Innovation Lab will take over empty office space on part of the fifth floor of The E, the former Regis Corp. headquarters building. (Photo by Brittany Bader)

designed to assist the Chamber to succeed since it has the expertise and connections anyway, Neuendorf said.

The seven-year loan from tax-increment funds carries 2 percent annual interest. Up to \$150,000 can be forgiven if the Chamber raises \$300,000 through private donations for the lab.

“Our donors have been very excited to participate and support us, but they were waiting to see if we had the space and what it is going to look like,” Syverson said.

Another \$100,000 of the HRA loan can be forgiven if B.I.G. successfully runs some of its six-month programs – called cohorts – for strictly minority-owned businesses.

This would support the City's race and equity goals in addition to those in the Comprehensive Plan and Vision Edina.

The new space will allow the B.I.G. program to expand, eventually running multiple cohorts of 8-12 business owners at a time. Other programs will be added to the lab, all aimed at helping businesses. And as the Chamber pays off the loan, the money will become a revolving loan fund to assist more Edina businesses, all without more taxpayer contributions or additional City staffing.

For more about the program, visit EdinaInnovationLab.com.



2023 City Budget 'Sets a Strong Financial Foundation' For Future

New Fire and Police Staff and Park Improvements Among the Highlights

BY BRITTANY BADER

The City Council approved a \$144 million consolidated City budget for 2023 at its Dec. 20 meeting, amending the initial 2022-2023 biennial budget.

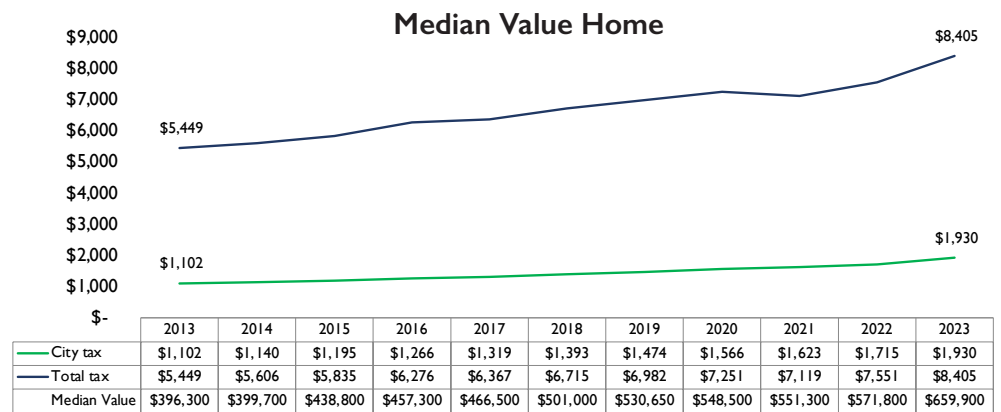
Noteworthy inclusions are an increase to the special street levy – which will continue the gradual transition of street reconstruction funding from special assessments to property taxes – and a special park improvement levy for playground equipment replacement and park and recreation facility improvements.

Other highlights of the budget include:

- Increase in personnel budgets to attract and retain employees
- Playground replacements at Strachauer, Todd and Walnut Ridge parks (Fox Meadow and Wooddale playgrounds also being replaced)
- New staff in the Fire and Police departments
- Fire Station 2 planning
- Proactive sidewalk maintenance inspections
- Increased street sweeping frequency and quality
- Improved service levels for commercial assessing

"This budget makes significant improvements that residents will see across the City and continues the good financial practices we've started with the special street levy," said Finance Director Alisha McAndrews. "It sets a strong financial foundation to ensure the City can continue providing the level of services that residents expect. That includes anything from street plowing to having sufficient public safety

Property Tax History



Note: Residents are paying less for every dollar value of their property, but for many single-family homeowners, the valuation increase is greater than the tax rate reduction

personnel to respond to calls to making sure park amenities are safe and in good condition."

About one-third of the budget is funded by property taxes. For 2023, the City's tax levy – the total dollar amount the City collects in property taxes – is \$49.8 million. This is an increase of 9.89% from 2022 and is primarily due to inflationary cost pressures on City operations and \$1 million of new funding for park improvements. Still, McAndrews says this is in line and slightly below the average 10.1% increase being proposed by cities in Hennepin County.

In 2023, for every property tax dollar paid in Edina, about 23 cents will go to City services. The remaining 77 cents will go to other taxing jurisdictions, like Edina Public Schools and Hennepin County. The City's portion of tax dollars funds critical City services, with 41% for Public Safety, 19% for Debt Service & Capital Outlay, 15% for

General Government, 15% for Public Works and 10% for Parks & Recreation.

McAndrews explains that whether the Edina portion of one's property taxes will go up or down depends on an individual property's classification and value and the classification and value of surrounding properties in the community.

"The overall estimated market value for the city has increased by 12.4% since last year, which is a significant increase. Even though the City's tax levy is increasing by 9.89%, this market value increase is actually lowering the effective tax rate for 2023. So, when you look at the effective tax rate, most people are seeing a decrease in how much they pay in taxes for every dollar of their home value. However, how it impacts property taxpayers will vary."

To view City budget documents and financial reports, visit EdinaMN.gov/Finance. For more information on the 2023 budget, contact McAndrews at 952-826-0419 or AMcAndrews@EdinaMN.gov.

BY THE NUMBERS

Ice Skating in Edina



Ready for some winter fun? From Centennial Lakes Park to Braemar Arena and beyond, Edina has opportunities to keep you twirling on your toes! Ice skating is the perfect outing to get the whole family moving, have a romantic date night or create personal time for exercise and reflection.



150
Approximate number of ice skating classes offered by Edina Parks & Recreation

13
Public parks with outdoor ice rinks and warming houses



3
Indoor public rinks in Edina

- COMPILED BY AMY KYLLO

Louise Segreto to Represent Community in Three Rivers Park District

Edina Resident to Start New Role as Commissioner

BY LAUREN SIEBENALER

Edina resident Louise Segreto never thought her name would be on a ballot until her passion for all things related to exploring the outdoors and commitment to service collided into one opportunity.

Segreto was selected by voters in the 2022 General Election as the new Three Rivers Park District Commissioner, replacing former Commissioner John Gunyou. Three Rivers Park District is a natural resources-based park system that encompasses 27,000 acres of parks and promotes environmental stewardship and education. She will serve District 4, which represents all or parts of the cities of Deephaven, Edina, Excelsior, Greenwood, Hopkins, Minnetonka, Orono, Richfield, Shorewood, Tonka Bay and Woodland.

"It really is a large district that's very diverse," said Segreto.

Segreto holds a bachelor's degree in natural resources and environmental policy from Cornell University and a law degree from the South Texas College of Law. She is an attorney and most recently served as a trustee for a group of private family trusts.

Being a Three Rivers Park District Commissioner isn't Segreto's first time serving the residents of Edina. She spent two terms on the Edina Parks & Recreation Commission from 2013 to 2017. During her 30 years as a resident, she has served in some capacity on the Minnesota Parks & Trails Legacy Advisory Committee, the Edina Task Force on Flooding and Community Resilience, the Nine Mile Creek Watershed District, and most recently, the Izaak Walton League of America-Bush Lake Chapter. And now, she looks forward to having a large impact in her community.

"Commissioners are charged with making policy decisions for the Three Rivers parks," Segreto said, "overseeing the budget and being good stewards for the natural resources in the park facilities for the future."

Segreto is most excited about the Mississippi Gateway Regional Park project in Brooklyn Park. The Commission has been working on a redevelopment plan for this 160-acre park that includes a new visitor center, an elevated walkway



Louise Segreto enjoys the beauty of Minnehaha Creek in Utley Park. (Photo by Lauren Siebenaler)

called a Treetop Trail, nature play areas and improved spots across the whole park. Construction is anticipated to start in 2023.

"What I love most is that it's a natural resource-based park system, which is in contrast to many parks," Segreto said. "What I mean by that is, some of our parks are really reserves where there's somewhat of a restriction for building out infrastructure, buildings, to ensure that when people come to our parks, they're getting into habitat, into wildlife."

As an avid outdoorswoman who loves to spend time fishing, snowshoeing and exploring, it is clear Segreto has an unconditional respect and passion for the natural world. She took an interest in hearing residents in her district's thoughts on how they use parks. Segreto said she also heard from a variety of park users and some of those with disabilities about their experiences in parks. She said it was an amazing experience hearing from all different park users.

"People are largely creatures of habit and we lack in our day-to-day life enough time to go explore and adventure," Segreto said. "I think exploring and adventuring is part of our DNA that we don't give honor to. And I think our regional parks provide a place for us to express that spirit."

Segreto can be contacted at lmsegreto@msn.com.

Starting Jan. 5, she can be contacted at Louise.Segreto@threeriversparks.org. For more information about the Three Rivers Park District, visit threeriversparks.org.

UPCOMING EVENTS

Sunday, Jan. 1
New Year's Day

Monday, Jan. 2
New Year's Day observed;
City offices closed

Tuesday, Jan. 3, 7 p.m.
City Council meeting,
Edina City Hall

Thursday, Jan. 5, 7:30 a.m.
Housing & Redevelopment
Authority meeting,
Edina City Hall

Friday, Jan. 6, 6 p.m.
Family Full Moon Snowshoe,
Braemar Golf Course

Sunday, Jan. 8, 1 p.m.
Winter Ice Festival,
Centennial Lakes Park

Friday, Jan. 13, 5:30 p.m.
Movie Night in the Amphitheater,
"Frozen II," Edinborough Park

Monday, Jan. 16
Martin Luther King Jr. Day,
City offices closed

Tuesday, Jan. 17, 7 p.m.
City Council meeting,
Edina City Hall

Thursday, Jan. 19, 7:30 a.m.
Housing & Redevelopment
Authority meeting,
Edina City Hall

Sunday, Jan. 22
Start of Lunar New Year

Thursday, Jan. 26, 7 p.m.
New Fire Station 2
Neighborhood meeting,
Public Works & Park Maintenance
Facility

For a complete listing of meetings and events, visit EdinaMN.gov.

Watch City Council, Housing & Redevelopment Authority and Planning Commission meetings live:

- Edina TV (Comcast Channels 813 or 16)
- [Facebook.com/EdinaMN](https://www.facebook.com/EdinaMN)
- "Watch a Meeting" webpage at EdinaMN.gov/LiveMeetings

City of Edina Directory



The CITY of
EDINA
4801 W. 50th St.
Edina, MN 55424

PRESORT STD
U.S. POSTAGE
PAID
TWIN CITIES MN
Permit No. 3932

City Council

Jim Hovland	Mayor	612-874-8551
Kate Agnew	Council Member	952-833-9556
Carolyn Jackson	Council Member	952-833-9547
James Pierce	Council Member	952-833-9548
Julie Risser	Council Member	952-833-9557

City Staff

Scott Neal	City Manager	952-826-0401
Lisa Schaefer	Assistant City Manager	952-826-0416
Jennifer Bennerotte	Communications Director	952-833-9520
Ryan Browning	I.T. Director	952-826-0434
Kelly Curtin	Human Resources Director	952-826-0402
Alisha McAndrews	Finance Director	952-826-0419
Todd Milburn	Police Chief	952-826-0487
Chad Millner	Engineering Director	952-826-0318
Brian Olson	Public Works Director	952-826-0311
Andrew Slama	Fire Chief	952-826-0332
Cary Teague	Community Development Director	952-826-0460
Perry Vetter	Parks & Recreation Director	952-826-0430

Call 952-927-8861 8 a.m. to 4:30 p.m. Monday through Friday for general information. If you have a situation after hours or on weekends, but do not require immediate response from a paramedic, firefighter, police officer or a Public Works crew, call the Police Department's non-emergency number, 952-826-1610.

ECRWSS
POSTAL PATRON
CAR-RT-WS



Iskaan-garee koodhkan oo ku fiiri
soomaali
EdinaMN.gov/SomaliEE



Escanee este código para ver en
español
EdinaMN.gov/SpanishEE

Council Approves 2023 Street Project Morningside C Neighborhood Roadway Project to Begin in Spring

Nearly 1.5 miles of road will be reconstructed this year in the Morningside Neighborhood.

At its meeting Dec. 20, the City Council approved the Morningside C Neighborhood Roadway Reconstruction project, which includes portions of West 40th Street and Monterey, Lynn, Kipling, Grimes and Inglewood avenues. Sidewalks will be installed on the east side of Inglewood, Grimes and Lynn and a bike boulevard added on Grimes with pavement markings and signage.

The Council will consider a petition to add a sidewalk to the remainder of the streets later this month.

As part of the project, modifications to the roadway and storm sewer will also be made to improve drainage issues, sump drain pipe will be installed where feasible and curb and gutter will be replaced.

The project is anticipated to begin in the spring and end in the fall.

In other business last month, the Council:

- Approved the 2023 tax levy and operating budget.
- Denied a request for a Comprehensive Plan amendment and rezoning to allow for a restaurant at 6016 Vernon Ave. The site is currently zoned to allow only automotive service centers, gas stations and car washes.
- Amended the City's Tax-Increment Financing (TIF) Policy to clarify that

most construction projects should be privately financed and that the use of TIF is the exception, not the rule. The amended policy also clarifies that TIF should only be used in Edina to deliver benefits to the general public that would not otherwise be possible on the site. TIF can also be used by the City to fund eligible public infrastructure improvements.

- Adopted a resolution to formally inform the State Legislature of the City's request to increase the spending authority of the recently approved local option sales tax in order to build a fourth indoor ice rink at Braemar Arena. The request would not increase the rate of the half-percent local option sales tax or the 19-year duration of the sales tax.
- Approved an agreement for the Edina Police Department to join the Joint Community Police Partnership (JCPP). The JCPP is a collaborative effort among Hennepin County and the cities of Bloomington, Brooklyn Center, Brooklyn Park, Crystal, Hopkins and Richfield. The JCPP's mission is to enhance communication and understanding between law enforcement and the diverse residents of these cities.

The City Council next meets 7 p.m. Jan. 3 and 17. For more information, visit EdinaMN.gov.

– COMPILED BY JENNIFER BENNEROTTE